3 REASONS TO USE CUSTOM NEWS AGGREGATION AND CONTENT MONITORING

And why it's better than traditional aggregators

Connotate

INTRODUCTION

The web is an enormous source of real-time news and information – content that you can use to create innovative products and services, understand your competitors, know your customers, and grow your business.

However, tapping into this incredible resource isn't easy. If you try to do it manually, you'll spend huge amounts of time and still only scratch the surface. Because of this, you may be considering using a news aggregator to give you the information you want. After all, there are lots of traditional news aggregators out there, ranging from free ones like Google and Feedly through to paid services such as Moreover and Meltwater.

However, if you do go with a run-of-the-mill news aggregator, there's a good chance you'll end up being disappointed and frustrated. You'll get regional and national news clippings, magazine clippings and content from one or two popular blogs – and that's it. It's run-of-the-mill information, which means you're drowning in irrelevant news – and still missing what's important.

To unlock the true power of web content, you need custom news aggregation and content monitoring. It adds an entirely new dimension, giving you a very specific, unique view of the complete landscape.

LET'S LOOK AT 3 REASONS WHY CUSTOM AGGREGATION AND MONITORING BEATS TRADITIONAL AGGREGATORS EVERY TIME

REASON 1

– Richer, More Relevant Content

With traditional news aggregators, you take what they give you. You pick a topic, and that's usually all the control that you have. Sure, you get news – but is it the news you really need? A lot of it is irrelevant, and you miss a lot as well.

Custom news aggregation is different. You get to choose the web sources you monitor – so you can pick the ones that give you the most relevant content.

For example, you can focus on the specific sites that are most relevant to your industry, rather than just monitoring generic news sources.

And, you're not limited to news. You can target a wide range of relevant content, giving you insights that you just don't get from standard news feeds. For instance, you can monitor niche publications, see press releases, pull government statistics, track influential blogs, and acquire customer-fueled content such as reviews and comments on message boards.

While some traditional news aggregators may give you some of this "extra" content, most don't. And, if they do, you'll end paying a hefty fee based on the number of people who consume the content. With custom news aggregation and monitoring, you don't – you can distribute the content you collect to as many people as you want.

REASON 2

– The precise content you want

Traditional news aggregators are also indiscriminate. They give you a generic feed on a particular topic area, so you end up drowning in information you don't want. Digging out the gems takes huge amounts of time – and you still don't know if you're getting everything you need.

With custom news aggregation, you can be incredibly precise about the information you extract. You can easily create an agent that uses a website's search function to find the exact content you need, leveraging the site's built-in intelligence. You can also automatically filter the content you extract, making it even more relevant.

For example, rather than getting a generic news feed on Samsung mobile phones, you can get news on Samsung Galaxy S6 patent filings.

REASON 3

– Automatic change alerts

Now that you have lots of really relevant, precise content rolling in, it's time to get first-mover advantage. With custom news aggregation, you can turn on change detection and get alerts when important stuff happens. You don't have to wait until you have time to read through your news – key information is pushed to you automatically. This lets you focus on key insights and act on them while the news is still fresh.

This adds a completely new layer of insights to the news you may be getting already. Now you can complement news with direct content from other websites.

For example, you can monitor your competitor's websites and channels, collecting pricing information, reviews and other information to create a more complete view of the landscape. Or, you can monitor customers' websites for management changes – even if they don't issue a press release. You can even generate an alert when there is a surge in a company's job postings, getting an early indicator of their upcoming quarterly results. These types of insights unlock huge opportunities, and give you the edge that off-the-shelf news aggregators just don't deliver.

NOW, LET'S TAKE A LOOK AT SOME OF THE WAYS YOU CAN USE CUSTOM NEWS AGGREGATION AND CONTENT MONITORING.

BUSINESS & COMPETITIVE INTELLIGENCE

Do you have a business intelligence or competitive intelligence team? How much time do they actually spend doing high-value work, analyzing markets and competitors to give you that business edge?

If you're like most companies, your BI and CI teams waste a huge amount of time just collecting information.

With custom news aggregation and content monitoring, you can fuel your BI and CI teams with unique, **differentiated market and competitive news**. Of course, you can monitor competitors' websites, but that's just the start. You can also automatically pull new financial filings and reports, track industry blogs and message boards, monitor your competitors' distribution channels, and detect pricing changes. You can also monitor your customers, collecting up-to-date organizational information, major wins, and market-moving events that open up new sales opportunities.

ENRICH EXISTING PRODUCTS OR SERVICES

If you already have existing information products or services, then custom news aggregation and content monitoring can make these better. You can differentiate and enrich your existing content, creating additional value for your customers.

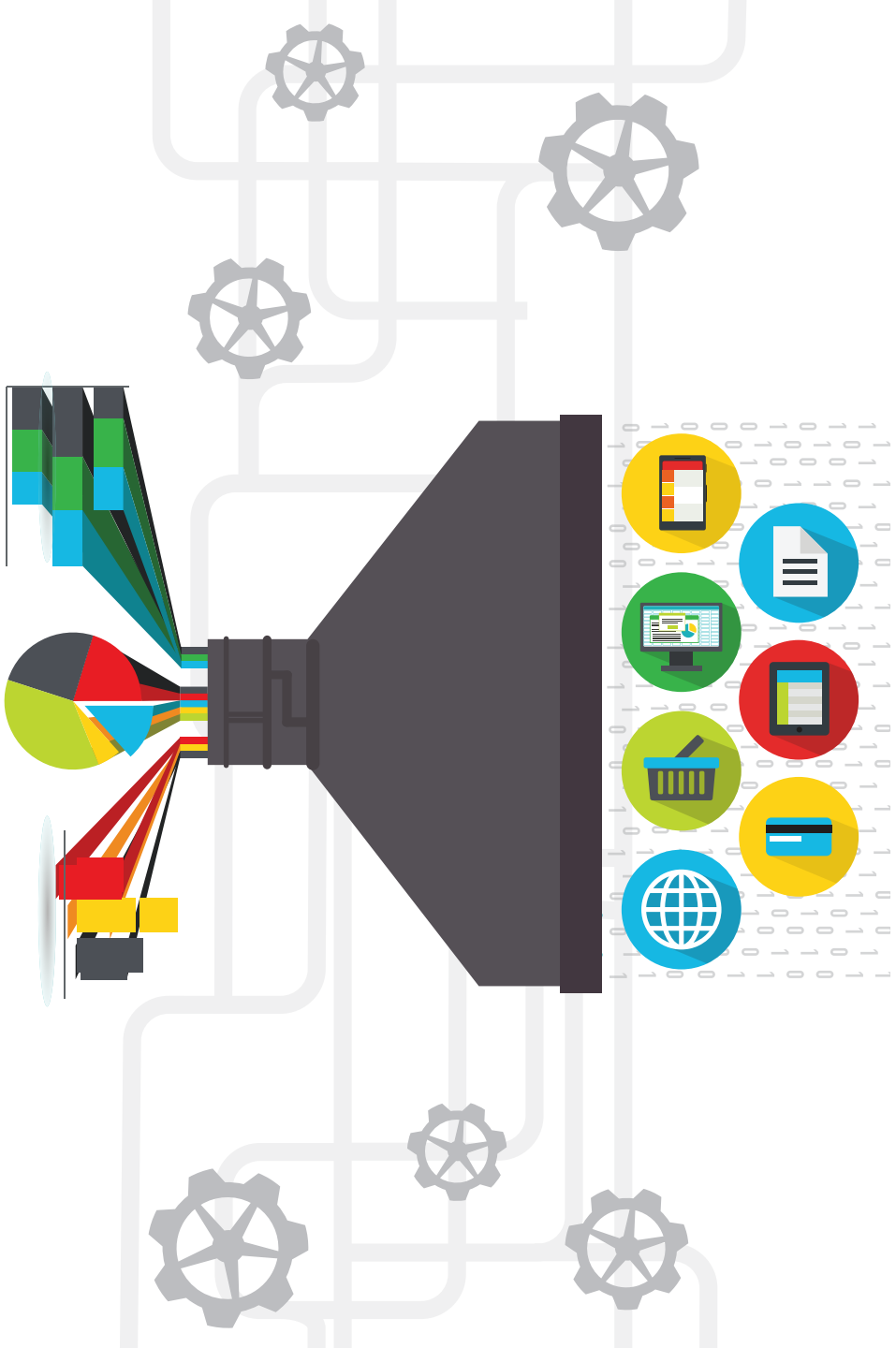
For example, let's assume that you offer a consumer health site – such as WebMD. When someone looks up a condition – such as chronic fatigue syndrome – you give them pages of static information. It's very useful, but it's probably the same type of information they can find on a dozen other sites. How do you give them unique value that keeps them coming back?

One good way is to add a custom news feed for each condition you cover – right on the condition's webpage. Custom news aggregation makes this easy – you can monitor hundreds of news, medical and academic websites for each condition, and then feed this directly to business intelligence publishing software for further classification, analytics and editorial review.

CREATE A STICKY APP

Mobile apps are a great way of keeping your customers engaged. In the secret is to give them relevant, up-to-date content that keeps them coming back. Custom news aggregation content monitoring lets you do this. You can easily collect relevant, interesting content from hundreds of different sources, and then feed this to the editorial and publishing systems that fuel your sticky app.

For example, let's assume you supply parts to the automotive aftermarket. Why not create a sticky app that gives the latest automotive industry news, with a unique aftermarket slant? Give this to your distributors, or even service station owners, and you will have a captive audience that you can use enhance your brand awareness. Or, let's assume you're in the fashion business – you could create a sticky app with the latest fashion and lifestyle news, and even tailor the content for your target demographic.



SUCCESS STORY 1

– A major industry news provider

A major industry news provider needed to grow its automatic web data capture capabilities. At the time, many different groups collected web content to meet their own needs. Often, this collection was done manually, requiring enormous effort. In some cases, semi-automated systems would notify users when it detected new content with a specific keyword, but this created many false positives, while other content was missed. The company wanted to give its clients a competitive advantage – but there was simply too much data to process and enhance.

Now, the company is using custom news aggregation and content monitoring. They have created a center of excellence to lead content collection across their internal groups. They now monitor more than 20,000 companies across 50 countries and in dozens of languages, delivering timely, high-quality and accurate data. More than 80% of the content they used to collect manually is now gathered automatically, freeing up employees for higher-value work.

SUCCESS STORY 2

– A financial intelligence provider

A leading financial intelligence provider faced an exponential growth in the number of content updates posted on the web. As they collected data on hundreds of thousands of companies, they couldn't keep up the sheer volume of changes. The basic web scraping tool they used wasn't up to the job – for example, it was supposed to alert analysts when there was an important content update, but it generated false alerts 65% of the time.

Now, the financial intelligence provider uses custom news aggregation to successfully monitor more than 500,000 websites in near real-time. They've also nearly tripled the precision of their alerts – 90% are now valid hits, compared to only 35% previously.

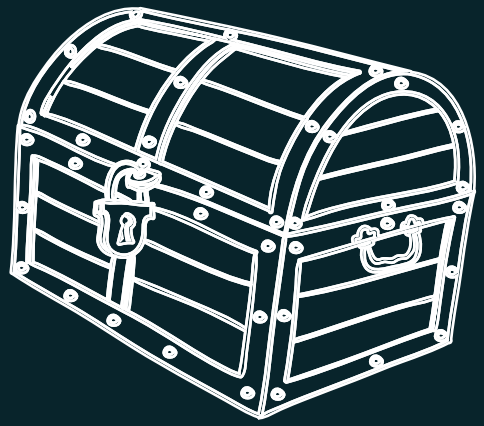
SUCCESS STORY 3

– A contract research organization

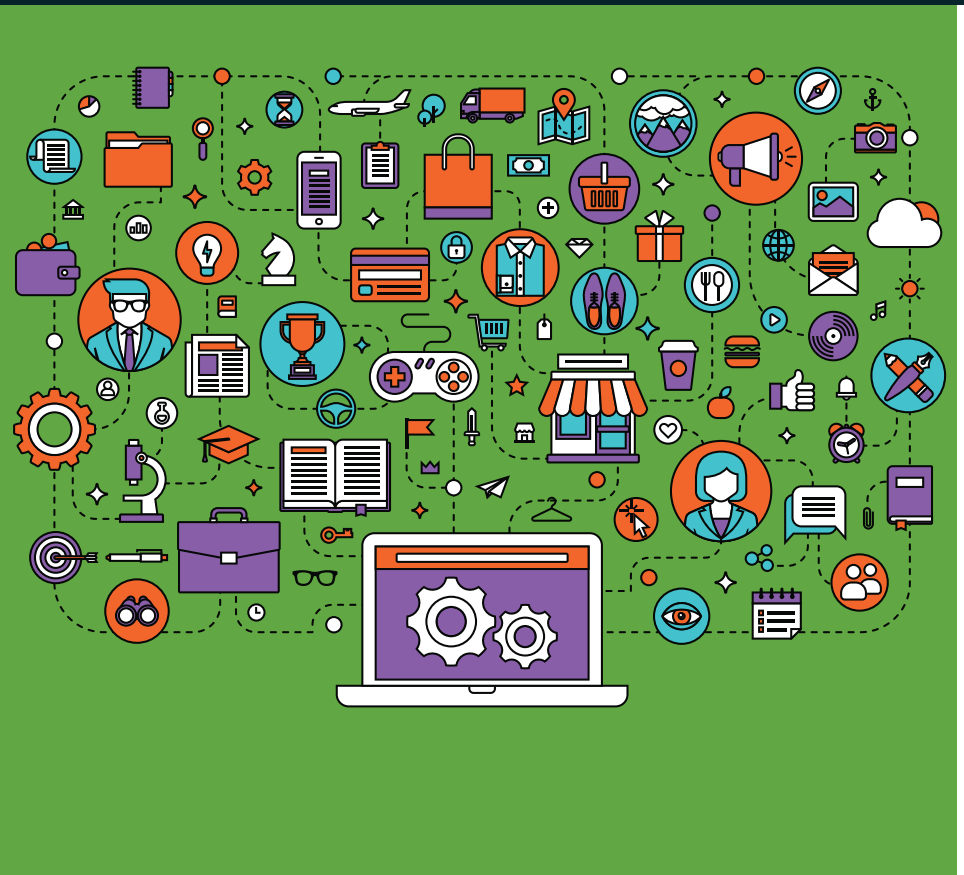
A leading contract research organization has built a comprehensive business intelligence portal using custom news aggregation. They extract news about more than 30 competitors from hundreds of news sites, and also collect public information about their competitors' research programs. They also monitor their competitors' growth by tracking job openings – right down to individual locations.

Custom news aggregation has given them a true 360° view of their industry and competitors. As a result, they have unprecedented insights, allowing them to respond quickly to market moving events, develop smarter strategies, and maximize their profits. They do all of this with a fraction of the resources they would need to collect and analyze this data manually.

LET'S RECAP



The web is a *treasure trove* of news and information that you can use to gain competitive advantage, make better decisions, and differentiate your business. However, if you use traditional news aggregators, then you're not going to get the results you expect. With off-the-rack news aggregators, one size fits all, which means that you have to plow through huge amounts of irrelevant content – and still end up missing what's important for your business.



Custom news aggregation and content monitoring is different. You choose the web sources you want to monitor, which means that you get richer, more relevant data. It's infinitely more precise – you get the exact content you need, and filter out all the distracting noise. And, it tells you when important things happen, so you can strike while the iron's hot.

That's why leading enterprises around the world use Connotate – our custom news aggregation and content monitoring solutions help them unlock the true power of web content.

** click here **

Schedule a Consultation

Find out more about how Connotate's **custom news aggregation** and **content monitoring solutions** can unleash the potential of web content for your business.

Or visit us at **Connotate.com** today.